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PAUL J. HOWARD'S
Horticultural Establishment
250 So. La Brea
Los Angeles, Calif.

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Special Prices

FOR

Paul J. Howard's

Dormant

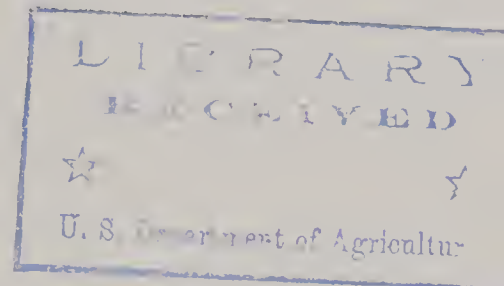
(BARE-ROOT)

ROSES

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JANUARY, 1939
Void after March 15th

SEC. 562, P. L. & R.



Division of Fruit & Vegetable
Crops & Diseases
Bureau of Plant Industry,
U. S. Dept. of Agriculture,
Washington, D. C.



PAUL J. HOWARD'S WORLD'S FINEST NEW ROSES

Extra large, strong, bushes, skillfully grown and carefully selected. Paul J. Howard's superior rose bushes are eager to grow, will bloom in a few weeks after planting. Our fine roses are available dormant until March 15, after which time we supply only large, strong roses established in large containers. For shipping by mail or express order dormant roses before March 15.

PLANT EARLY FOR BEST RESULTS

- ANGELS MATEU.** (Pat. No. 174) Deep coral rose flushed orange. Large, beautifully shaped, deliciously fragrant.\$1.25
- CHRISTOPHER STONE.** Scarlet crimson, brilliant and glowing, with deep velvety sheen. 1.25
- CONTRAST.** (Pat. applied for) Vivid rosy red, bronze reverse. 1.00
- CRIMSON GLORY.** (Pat. No. 105). Outstanding vivid crimson, in many sections it is the favorite deep red rose. 1.00
- CROWN OF GOLD.** Beautiful large yellow, better grower and flower than Joanna Hill which it resembles. 1.00
- ECLIPSE.** (Pat. No. 172). Long, yellow, streamlined buds. Proving to be a fine variety. 1.25

- ETERNAL YOUTH.** (Pat. rights reserved). Perfect buds and flowers clear pink touched with salmon with gold at base of each petal.. 1.50
- GLOWING CARMINE.** An elegant new color, and free blooming.. 1.00
- GOLDEN STATE.** (Pat. No. 303). The official rose for the Golden Gate International Exposition. Deep golden yellow, long lasting, long stemmed cut flower. 1.50
- MAJOR SHELLEY.** (Pat. applied for). A grand new California rose which won a gold medal in England. Rich, bright red, long buds and full flowers of exquisite texture and fragrance. 1.50
- McGREDY'S SUNSET.** (Pat. rights reserved). Rich yellow tipped with orange, fragrant flowers flushed with scarlet. 1.50
- MME. JEAN GAUJARD.** (Pat. rights reserved). Two toned buff and rose. High centered buds and flowers, lovely for cutting. 1.50

- MRS. R. M. FINCH**
This delightful little rose is a favorite in flower shops for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose-pink. Plant several bushes for a wonderful supply of charming flowers.75
- McGREDY'S TRIUMPH.** (Pat. No. 190). Brilliant geranium red flushed orange and rose, deepening to rich orange at base. Very large, full, beautifully shaped flowers on long stems with handsome foliage. 1.25
- POINSETTIA.** (Pat. applied for). A brilliant new red California introduction. 1.50
- ROME GLORY.** (Pat. applied for). Vigorous, robust large cerise-red. Called "Red Dame Edith Helen". 1.50
- REX ANDERSON.** (Pat. rights reserved). Cream, turning to pure white. Handsome large buds and flowers, vigorous and healthy... 1.50
- R.M.S. QUEEN MARY.** (Pat. No. 249). Beautiful long buds open to lovely blooms of pure salmon pink suffused with orange. 1.50
- SATURNIA.** (Pat. rights reserved). Brilliant cardinal red, reverse of petals salmon-yellow and copper. 1.00
- SIGNORA.** (Pat. No. 201). Bright, warm, orange rose. Because of its rich color, long stems, extremely vigorous, tall habit of growth and rich glossy green foliage it is fast moving toward front rank among roses. 1.25
- SPRINGTIME.** (Pat. applied for). Charming polyantha with elegant sprays of appleblossom pink, semi-double flowers lighter in the center. You will admire their simplicity, and value them for cut flower arrangements. 1.00
- SWEET MEMORIE.** (Pat. rights reserved). Two toned pink with gold base. Tall plants bloom continuously. 1.00
- THE DOCTOR.** Already popular in England, this California introduction will soon be one of the most popular rich glowing rose-colored varieties. Large, shapely, long-stemmed. 1.00



Baby Roses make lovely sprays for cutting, are fine for beds and borders.

The Best Red Rose A New Climber

MRS. PAUL J. HOWARD. (Pat. applied for). A new rose from the great Californian hybridizer, Mr. Fred H. Howard, plentifully producing flowers so fine that experts from all over the world say that it is their choice of all red roses. The beautiful buds are deep, rich, velvety red, opening to shapely, large, full flowers of unfading color. The fragrance is fine, and the long stems, with excellent foliage make them ideal cutting flowers. Even if you do not have a spot for the climbing rose, plant some of these, grow them staked as tall, free flowering bush roses.\$1.50

PAUL J. HOWARD'S CHOICE ROSES

OF RECENT INTRODUCTION

And Favorite Old Varieties

AUTUMN. Burnt orange, gold and red.\$.50

BETTER TIMES. (Pat. No. 23). Bright cerise red. A florist's flower. 1.00

CALEDONIA. Most popular pure white .50

CAROL HOWARD. Deep rose pink, fine buds and flowers, long smooth stems.75

CECIL. Lovely single bright golden yellow.75

CHAS. P. KILHAM. Rich oriental-rose, flushed orange.75

CONDESA DE SASTAGO. Copper-rose and gold.75

COUNTESS VANDAL. (Pat. No. 38). Copper, salmon and bronze. ... 1.00

CROWN OF JEWELS. (Pat. No. 149). Brilliant rose-red, magnificent bedder. 1.00

DAINTY BESS. Single blush pink, crimson stamens. Delicately beautiful, but lasting.75

DAME EDITH HELEN. Full, large, fragrant deep pink.50

DUCHESS OF ATHOLL. Rich bronzy orange.50

DUCHESS DE BRABANT. Introduced in 1857, it has been a favorite in California gardens ever since, not only for its lovely silvery, soft rose-pink tulip shaped blossoms and delicious tea fragrance, but as a beautiful everblooming shrub as well. Bring back memories and joy of early California days by planting the lovely "Duchesse Rose" in your garden.75

DUQUESA DE PENARANDA. Long pointed buds and large flowers, rich coppery apricot.75

E. G. HILL. One of the best red roses .50

ETOILE DE HOLLANDE. The leading deep red rose.75

FEU JOSEPH LOOYMANS. Shapely, fiery apricot.75

FRAU KARL DRUSCHKI. Largest pure white.50

GENERAL MacARTHUR. Rich carmine scarlet.50

GLOWING SUNSET. (Pat. No. 104). Lovely orange-yellow and rose pink combination. 1.00

GOLDEN DAWN. Fragrant soft yellow. One of the healthiest bushes of its color.75

GOLDEN EMBLEM. Rich golden yellow.75

GOLDEN RAPTURE. Pure deep golden yellow.75

GRUS AN TEPLITZ. Deep crimson, noted for fragrance, freedom of bloom and hardiness. Use it as an everblooming hedge of bright red roses.75

HADLEY. Velvety crimson.50

HEIDEKIND. (Pat. No. 78). A continuous bouquet of rose-pink. ... 1.00

HEINRICH WENDLAND. Brilliant red, gold reverse.75

HINRICH GAEDE. Brilliant orange-vermilion.75

HOOSIER BEAUTY. Velvety crimson-scarlet.50

IMPERIAL POTENTATE. Very fragrant rose-pink.50

INNOCENCE. Lovely single pure white.75

IRISH CHARM. Perfect buds and flowers of salmon pink, tinted apricot.75

IRISH ELEGANCE. Single bronzy apricot.50

IRISH FIREFLAME. Single deep orange flame.75

ISOBEL. Large single terra-cotta-rose. .75

J. OTTO THILOW. Clear rose pink. Exceptional.75

KAISERINE AUGUSTA VICTORIA. Pearly white.50

LOS ANGELES. Flame pink.50

LOUISE CATHERINE BRESLAU. Waterlily shaped coppery orange. .. .75

LUCY MARIE. Yellow, splashed with red.50

LULU. Exquisite buds of coppery salmon-rose.75

MARGARET McGREDY. Brilliant orange-red.50

MARY HART. (Pat. No. 8). The red Talisman. 1.00



AUTUMN

MAX KRAUSE. Large orange yellow. Fine.75

McGREDY'S IVORY. Large, high centered ivory white.75

McGERDY'S YELLOW. Soft, uniform buttercup yellow.75

MLLE. CECILE BRUNNER. The "Sweetheart Rose". Soft salmon pink miniature flowers.50

MME. COCHET-COCHET. (Pat. No. 129). Coppery pink and orange. Fine variety. 1.00

MME. JOSEPH PERRAUD. Nasturtium buff and pink. Simply exquisite in formation. 1.00

MRS. E. P. THOM. Leading popular yellow rose.50

MRS. GEORGIA CHOBÉ. A "light pink Dame Edith Helen." 1.00

MRS. LOVELL SWISHER. Delightful salmon-flesh.50

MRS. PIERRE S. DUPONT. Golden yellow.50

MRS. SAM McGREDY. Dazzling coppery orange, flushed scarlet. One of the freest blooming and most elegant of bush roses.75

PICTURE. Beautiful pink, warmed with salmon.75

PINK DAWN. Lovely rose pink, enlivened with a golden base.75

PRESIDENT BOONE. (Pat. applied for). Splendid new deep crimson. Strong, upright grower. 1.00

PRESIDENT HERBERT HOOVER. Cerise, flame-pink and yellow.50

RADIANCE. Bright carmine-pink. .. .50

RED RADIANCE. Cerise red.50

WILL ROGERS

Its friendly fragrance, deep red color with velvety blackish shadings, its robust growth and freedom of flower wins it a place in your garden. \$1.00

HINRICH GAEDE



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Paul J. Howard's Horticultural Establishment

TELEPHONE: WHITNEY 1141

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PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

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MESSAGE

**Compute California
State Sales Tax
as follows:**

1c	to	14c	no tax
15c	to	49c	— 1c
50c	to	83c	— 2c
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\$1.17	to	1.49	— 4c
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2.17	to	2.49	— 7c
2.50	to	2.83	— 8c
2.84	to	3.16	— 9c
3.17	to	3.49	— 10c
3.50	to	3.83	— 11c
3.84	to	4.16	— 12c
4.17	to	4.49	— 13c
4.50	to	4.83	— 14c
4.84	to	5.16	— 15c
5.17	to	5.49	— 16c
5.50	to	5.83	— 17c
5.84	to	6.16	— 18c
6.17	to	6.49	— 19c
6.50	to	6.83	— 20c
6.84	to	7.16	— 21c
7.17	to	7.49	— 22c
7.50	to	7.83	— 23c
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PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT.

NOTE: This catalog covers a whole year in items offered. Certain sizes and varieties listed may not be available at time of order. Such items will be marked (S) on your invoice and will be forwarded soon as ready.



MERMAID

CHOICE ROSES—Continued

ROSE MARIE. Clear deep pink.50
SIR HENRY SEGRAVE. Light lemon yellow.75
SISTER THERESE. Rich yellow, carmine on outer petals.75
SOUV. DE CLAUDIUS PERNET. Sunflower yellow.50
SYMPHONY. (Pat. No. 79). Magnificent soft flesh pink.	1.00
TALISMAN. Rose and gold.50
TEXAS CENTENNIAL. (Pat. No. 162). An improved red Pres. Hoover.75
VICTORIA HARRINGTON. A well-liked scarlet.75
VILLE DE PARIS. One of the best yellow roses.75
WHITE BRIARCLIFFE. (Pat. No. 108). Exquisite long white buds continuously produced. An ideal cutting rose.	1.00

Latest Climbing Roses

CL. DAVID O. DODD. (New). Identical in flower and color with E. G. Hill. One of the best ever-blooming red climbers.	1.00
CL. GOLDEN DAWN. (Pat. No. 243). Large, fragrant soft yellow. Glossy foliage.	1.00
CL. HINRICH GAEDE. (Pat. No. 244). Brightest orange.	1.25
INDIAN SUMMER. (Pat. applied for). Glowing tints of old gold, old rose, and pink, reminding one of the bush variety Autumn. Vigorous, free blooming, glossy foliage.	1.50

Special Quantity Prices

Orders of 10 to 49 Roses, 10% discount

Orders of 50 or more Roses, 20% discount on orders of one kind or assorted varieties

PAUL J. HOWARD'S CHOICE CLIMBING ROSES

The climbing rose brings year around beauty to the garden in California where growing conditions excel for these modern varieties.

AMERICAN PILLAR. Clusters of single red flowers with white centers..	.75
BANKSIA. Massive clusters of tiny white double blossoms smother the thornless vines in spring.75
BELLE OF PORTUGAL. Beautiful long buds of salmon flesh. Rampant grower and one of California's most popular climbers.75
BLACK BOY. Long stemmed large double deep crimson-scarlet flowers.75
BLAZE. A free blooming type of Paul's Scarlet. (Pat. No. 10). ...	1.00
CHEROKEE. Pink, red, or white large single.75
CL. CALEDONIA. Pure white. (new)	1.00
CL. CECILE BRUNNER. Perfect little pink flowers.50
CL. CHAS. P. KILHAM. Rich oriental red flushed scarlet.75
CL. COUNTESS VANDAL. (Pat. No. 38). Beautiful coppery salmon, shapely buds and flowers.	1.00
CL. DAINTY BESS. Fascinating single soft pink.75
CL. DAME EDITH HELEN. Huge deep pink. Fine climber.50
CL. DUCHESS OF ATHOLL. Rich bronzy orange.75
CL. ETOILE DE HOLLANDE. Every bit as good as the bush. Rich red ..	.75
CL. FEU JOSEPH LOOYMANS. Lovely apricot yellow.75
CL. GOLDEN EMBLEM. One of the best. Deep yellow.75
CL. HADLEY. Fragrant deep crimson.75
CL. HOOSIER BEAUTY. Excellent deep red climber.50
CL. KAISERINE AUGUSTA VICTORIA. Pearly white.50
CL. LORD CHARLEMONT. Deep crimson scarlet.75
CL. LOS ANGELES. Flame pink.50
CL. LOUISE CATHERINE BRESLAU. Coppery orange, one of the showiest of all.75
CL. MME. EDOUARD HERRIOT. Exceptionally free blooming. Brilliant golden coral red.75
CL. MRS. E. P. THOM. Golden yellow, perfectly formed.75
CL. MRS. LOVELL SWISHER. Long coppery salmon-flesh buds.75
CL. MARY HART. (Pat. No. 8). Beautiful red sport of Talisman, which is one of our best climbers.	1.50

CL. PRESIDENT HERBERT HOOVER. Rose, gold and red.75
CL. RADIANCE. Carmine rose.50
CL. RED RADIANCE. Rich carmine red.50
CL. ROSE MARIE. Rose pink.75
CL. SOUV. DE CLAUDIUS PERNET. Sunflower yellow.75
CL. SOUV. DE MME. BOULLET. An outstandingly beautiful golden yellow climber.75
CL. TALISMAN. One of the best of all. Pink and gold.75
CL. YELLOW CECILE BRUNNER. A yellow form of the popular little pink rose.75
GOLD OF OPHIR. Old gold and apricot.75
KITTY KININMONTH. Huge glowing carmine rose.50
LADY SYLVIA. Beautifully shaped yellow flowers like Golden Ophelia.	1.00
MAID O'GOLD. (Pat. No. 246). Buds golden yellow, splashed with red, opening to large very deep golden yellow blossoms. Continuous blooming, glossy deep green leaves.	1.00
MARECHAL NIEL. An old time fragrant yellow.	1.00
MERMAID. Large, fascinating single sulfur yellow, with amber stamens, and handsome glossy foliage. Unexcelled for trellis, arbor, fence or as a ground cover for banks and slopes.75
MRS. PAUL J. HOWARD. See list of new roses on preceding pages. The best red rose.	1.50
PAUL'S SCARLET CLIMBER. Masses of brilliant red flowers.50
SILVER MOON. Large, waxy white single blossoms.75



GOLDEN RAPTURE

PAUL J. HOWARD'S QUALITY TREE ROSES

Expertly grown, outstanding in symmetry of form, freedom of bloom, attractive foliage, desirable colors, quality of blossoms.

Prices of Tree Roses:

Countess Vandal and Texas Centennial
\$2.50 each, \$22.50 for ten

All other varieties—\$2.25 each;
\$20.00 for 10.

AUTUMN. Red and gold.
CONDESA DE SASTAGO. Deep gold and scarlet.
COUNTESS VANDAL. Coppery salmon.
DUQUESA DE PENARANDA. Deep orange-apricot.
E. G. HILL. Deep red.
ETOILE DE HOLLANDE. Crimson.
GOLDEN EMBLEM. Bright yellow.
GOLDEN RAPTURE. Clear yellow.

HADLEY. Velvety red.
HINRICH GAEDE. Vermilion.
IMPERIAL POTENTATE. Best rose-pink.
KAISERINE AUGUSTA VICTORIA. White.
LOS ANGELES. Flame pink.
McGREDY'S YELLOW. Buttercup yellow.
McGREDY'S IVORY. White.
MME. JOSEPH PERRAUD. Buff and pink.
MRS. E. P. THOM. Fine pure yellow.
MRS. SAM McGREDY. Coral-rose.
PRESIDENT HOOVER. Rose and gold.
RADIANCE. Pink.
RED RADIANCE.
ROSE MARIE. Rose-pink.
TALISMAN. Gold and rose.
TEXAS CENTENNIAL. Rich red.

BABY ROSES for Borders and Beds.

Border your rose-garden with Baby Roses.

BABY DOLL. Soft yellow tipped rose. Perfect buds and double flowers.
CATHERINE ZEIMET. Snowy white, double.
CHATILLON ROSE. Bright pink, semi-double, lasting.
ETOILE LUISANTE. (Baby Herriot), Shrimp pink and coppery red, double.
GEORGE ELGER. Lovely little golden yellow flowers.
IDEAL. Deep red.
LAFAYETTE. Large scarlet.
LA MARNE. Bright salmon rose, blush center.

MISS EDITH CAVELL. Beautiful bright crimson.
ORLEANS. Perfect bouquets of geranium-rose.
Price 1 gal. containers, 40c ea., 10 for \$3.60
2½ inch pots, ready in May, 20c, 10 for \$1.80.

ROSA ROULETTI

A miniature rose for edgings, free blooming borders or pot plant. Tiny double pink flowers and buds of perfect form.

2½ inch pots, each 20c; 10 for \$1.80
4 inch pots, each 40c; 10 for \$3.60
1-gallon container, 50c; 10 for \$4.50

It's Easy to Protect Roses

From Insects and Fungous Diseases

You can't expect your roses to be strong and healthy — you can't expect them to yield beautiful blooms unless you take care of them all during the growing season.

If you give your roses the scientific protection of TRI-OGEN neither Black Spot or Mildew will defoliate them — insects will not harm them. TRI-OGEN is also a plant stimulant — it promotes vigorous growth—it assures healthy foliage and blooms. That's why no other product is so highly recommended for the care of roses by professional growers as TRI-OGEN is.



APHIS



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BLACK SPOT



MILDEW

Small Kit	\$1.50
Medium Kit	4.00
Large Kit	6.00
Estate Kit	20.00

The most highly recommended Product of its kind.



PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

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